

Colorful floors...

...for homes!

for business!

KENTILE

*The Asphalt Tile
of Enduring Beauty*



It costs so little to add
this lasting beauty to every room!

No other floor gives you this famous GUARANTEE!



KENTILE®
GUARANTEE

Kentile, Inc., will furnish new tile without charge for any Kentile that wears out...and on which colors wear off...during your own occupancy of your home wherein Kentile was installed by you or by an authorized Kentile Dealer. This Guarantee does not apply to damage caused by improper handling or failure to follow Kentile, Inc.'s instructions for installation or maintenance. Kentile, Inc.'s liability hereunder shall be no greater than as herein expressed. This Guarantee must be presented if claim is made for new tile.

Issued by.....

Issued to.....

Address.....

Date.....

See reverse side for maintenance instructions. Installation instructions available without charge from Dealer or Kentile, Inc.
Copyright 1952, Kentile, Inc., 58 Second Ave., Brooklyn, N. Y.

Yes, Kentile is *guaranteed as long as you live in your home!*

Here is the guarantee that backs every tile in your beautiful Kentile Floor... whether you install it yourself or your dealer does it. The makers of Kentile offer this guarantee because they know through intensive, continuing tests that Kentile is the toughest, most durable asphalt tile ever made. Another reason for choosing beautiful Kentile floors for every room in your home.

◀ **KENTILE** makes two rooms from one! Living-dining room design using *Dog Tooth* (C-268) and *Lamarine* (D-263) with *Aspen Green Feature Strip* (C-136) and *Ivy ThemeTile* (T18a).

No other floor gives you this living-room loveliness

with rumpus-room ruggedness!



Yes, Kentile gives you added beauty and long wear at low cost... for formal distinguished living rooms or gay, fun-loving playrooms. You can choose your colors and create your own designs to suit the mood and character of every room in your home.

Kentile's easy-to-clean beauty will keep your home lovely through the years. Look through the pages of this catalogue now... choose from the many colors shown on Pages 8 and 9 and plan your own exciting floor designs with the addition of gay exclusive ThemeTile and KenSerts from Pages 10, 11 and 12.

◀ Alternating squares of *Greek Skyros* (C-221) and *Dog Tooth* (C-268) divide this dining-living room.

Rich decorator colors can't wear off...

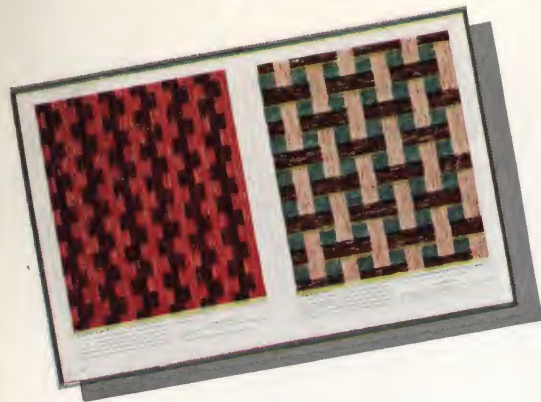
You can't expect long wear from floors which have just a surface coloring that comes off with use. Each Kentile is pure, tough fire-resistant material completely mixed with rich color from front to back. That's why, over the years, Kentile laughs at scuffing and scraping... doesn't show stains or scratches... takes the hardest usage right in its stride. Beautiful Kentile colors go all the way through each tile. Unsightly "traffic lanes or worn spots" cannot dull the beauty of your Kentile Floor.



Ready-made Kentile *Shuffleboard* and *Checker Board* give this playroom floor added usefulness, laid in smart *Greek Skyros* (C-221) ▶



Create your own floor designs with **KENTILE**'s unlimited color combinations



ASK TO SEE THIS HANDSOME DESIGN BOOK!

Here is any floor design you want—for any room . . . designs to complement your period furnishings or carry out modern decorating themes. Here are gay frilly designs for feminine bedrooms . . . handsome masculine designs for studios and dens. Be sure to see this wonderful book at your dealers now. It is full of exciting new ideas. You'll be amazed at the hundreds . . . even thousands of different ways you can fit these colorful tiles together in interesting, unusual designs. *All tiles shown in the designs below are 9" x 9".*



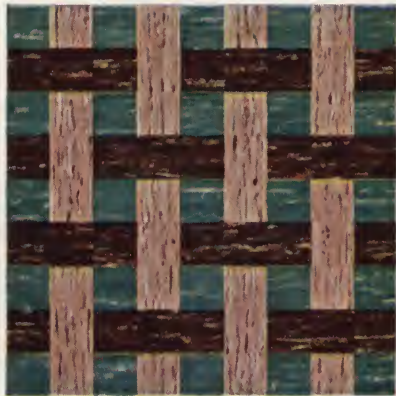
DESIGN NO. 143—Colors shown: 92% Travertine (D-247); Feature Strip: (A-102), (D-144), (D-142), (C-136), 2% each.



DESIGN NO. 123—Colors shown: 25% Gardenia (D-234), 50% Genoa Green (C-244), 25% Verde Antique (B-209).



DESIGN NO. 111—Colors shown: 90% Napoleon Gray (C-222), 10% Black Feature Strip (A-102).



DESIGN NO. 133—Colors shown: 38% Heather Mixture (B-255), 38% Greek Skyros (C221), 24% Genoa Green (C-244).



DESIGN NO. 131—Colors shown: 89% Greek Skyros (C-221), 11% Veined Carnelian (C-206).



DESIGN NO. 145—Colors shown: 45% Fleecy Cerulean (D-225), 45% Sicilian (D-270), 6% Black (A-102) and 4% White Feature Strip (D-132).



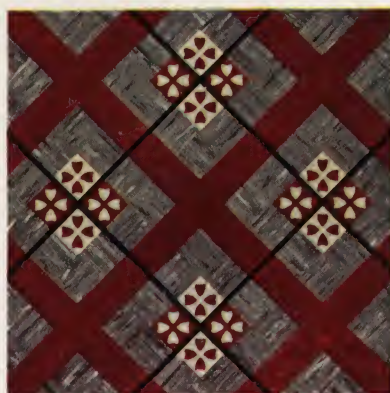
DESIGN NO. 110—Colors shown: 50% Grammont (C-260), 50% Sarrancolin (B-254).



DESIGN NO. 142—Colors shown: 45% Gardenia (D-234), 45% Cippolino (C-214), 10% Black (A-102).



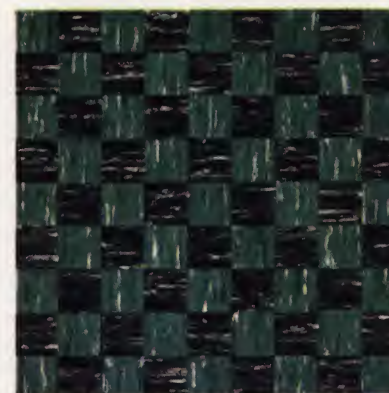
DESIGN NO. 106—Colors shown: 70% Veined Carnelian (C-206), 30% Larmartine (D-263).



DESIGN NO. 144—Colors shown: 45% Napoleon Gray (C-222), 35% Toledo Red (C-109), 15% Petal ThemeTile (T13a), 5% Feature Strip (A-102).



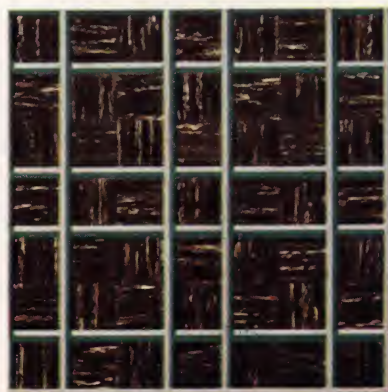
DESIGN NO. 113—Colors shown: 50% Dog Tooth (C-268), 50% Istrian (D-253).



DESIGN NO. 120—Colors shown: 50% Verde Antique (B-209), 50% Genoa Green (C-244).



DESIGN NO. 108—Colors shown: 75% Cippolino (C 214), 25% Gardenia (D-234).



DESIGN NO. 109—Colors shown: 76% Heather Mixture (B-255), 12% White Feature Strip (D-132), 12% Aspen Green Feature Strip (C-136).



DESIGN NO. 121—Colors shown: 95% Luma Chelle (C-269), 5% Cardinal Red Feature Strip (D-142).



KENTILE for Dining Rooms . . . See how this lovely kitchen floor design in *Napoleon Gray* (C-222) with *Bird ThemeTile* (T5) and *Toledo Red* (C-109) border complements the dining room floor of *Grand Antique* (B-204).

KENTILE for Kitchens . . . A cleaner, brighter, lovelier kitchen can be yours with Kentile! Below you see Kentile's popular *Veined Carnelian* (C-206) highlighted with *Yellow Feature Strip* (D-144a) and *Maple Leaf ThemeTile* (T24).



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Think of the time you'll save with wonderful Kentile floors that whisk sparkling clean with mild soap and water . . . that stay shining bright with just once-in-a-while no-rub waxing. Kentile can cut your house work time in half! Dirt just can't penetrate Kentile's smooth, non-porous surface. Spilled beverages, children's muddy foot prints wipe up in a jiffy. It's no wonder women want Kentile floors all through the house!

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KENTILE for Bedrooms . . . Now! Dustfree floors that gleam in your favorite colors! Illustrated is Kentile's *Genoa Green* (C-244) with *Yellow Feature Strip* (D-144a) and *Daisy ThemeTile* (T17).

KENTILE for Living Rooms . . . Spacious dignity comes with this large square design in Kentile's *Languedoc* (C-257) with *Griotte* (B-246).





KENTILE's 3 easy-to-use products help keep your floors in perfect condition. *Kenwax* is a wear-resistant, water-resistant floor wax easy to apply, gives a lustrous polish without rubbing. *Ken-Cleaner*, emulsifies dirt, wax and grease . . . floats them off . . . saves scrubbing. *Kengrip* wax, without rubbing, gives a hard, shining polish that's slip-resistant.

◀ **KENTILE** Kitchens are cheerful . . . see how beautifully the colors blend with this pine-panelled kitchen at the left. *Genoa Green* (C-244) with *Toledo Red* (C-109) border and *Kettle ThemeTile* (T6a), *Yellow Feature Strip* (D-144a).

KENTILE adds charm to any room . . . especially in game rooms where floors are designed for fun. *Sailfish KenSert* (S54) highlights the center of this room and *Single Note ThemeTile* (T14a) are also used. Colors shown are: *Lamartine* (D-263) and *Veined Carnelian* (C-206). ▶



Beautiful **KENTILE** makes exciting new treatment for walls, too!

What a handsome way to finish off a room . . . with Kentile on the walls! From Kentile's 25 decorator colors you can select shades to harmonize with your decorative scheme. These lovely tiles can be easily and quickly installed on any smooth firm wall . . . they wipe clean with a damp cloth . . . stay gleaming bright for life. Notice the illustration on the cover of this book as well as the one to the left. Kentile walls will look especially smart when joined to your Kentile floor with the trim tailored line of colorful *KenBase*.

KENTILE for Bathroom Floors and Walls... Choose your favorite Kentile colors and create your own wall designs as well as floor designs. Shown here is *Sicilian* (D-270) on walls and *Fleecy Cerulean* (D-225) on floor with *Weathercock ThemeTile* (T9) and *Black* (A-102) and *White* (D-132) *Feature Strip*.

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MIX, MATCH AND CREATE your own designs with wonderful Kentile! Here are all the distinctive tile colors Kentile offers you to make your home a place of beauty. Notice their names...they are the names of exquisite marbles used to beautify fine homes and palaces through the ages. Kentile's rich colorations are blended right through each long-wearing 9" x 9" tile. You'll never have a more

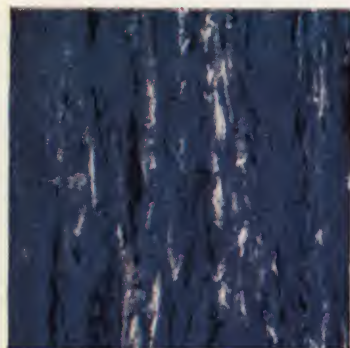
satisfactory floor than Kentile. Combine your favorite colors in any of the floor designs illustrated in this booklet, or create your own interesting variations. Kentile's smooth, easy-to-keep-clean surface stays lovely through long years of use. Kentile goes down smoothly...the precision-cut edges of each tile join perfectly, offer a luxurious, unbroken surface of colorful beauty.

STANDARD SIZE—9" x 9" in all colors.
THICKNESS—1/8" and 3/16"

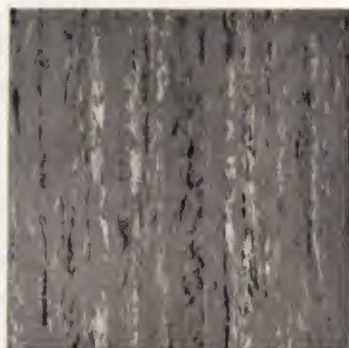
BORDER SIZE—18" x 24".
in Black (A-102) Quarry Red (A-106)
Grand Antique (B-204) Griotte (B-246)
Sarrancolin (B-254)

FEATURE STRIP—1" x 24".
(See Page 11 for colors)

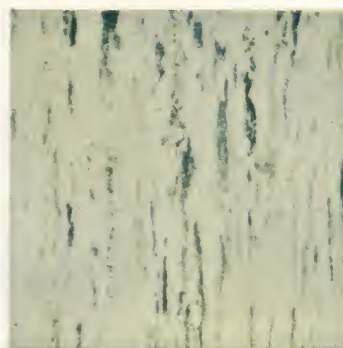
EDGING—1" x 18" with one
edge tapered, Black (A-102),
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FLEECY CERULEAN (D-225)



NAPOLEON GRAY (C-222)



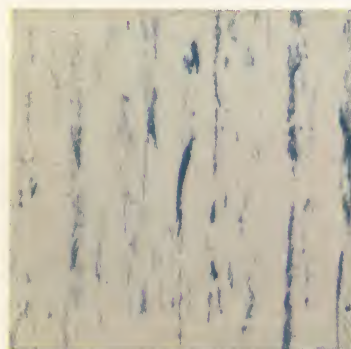
GARDENIA (D-234)



TRAVERTINE (D-247)



GREEK SKYROS (C-221)



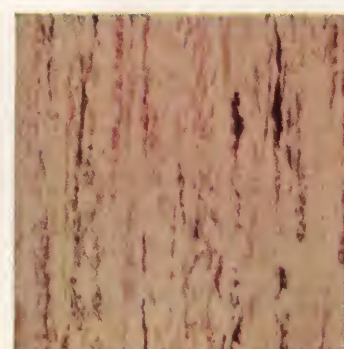
SICILIAN (D-270)



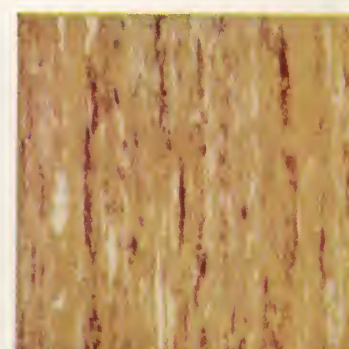
LUMA CHELLE (C-269)



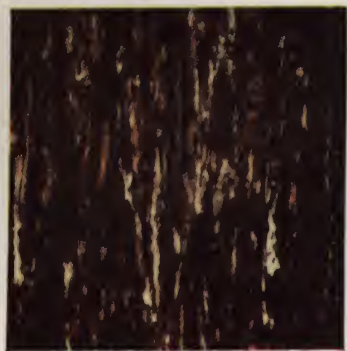
GRAMMONT (C-260)



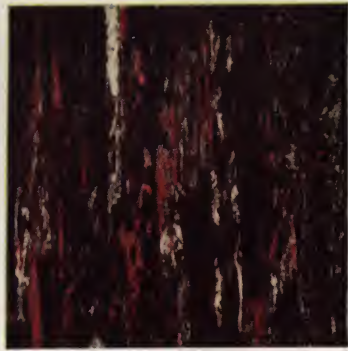
ISTRIAN (D-253)



LAMARTINE (D-263)



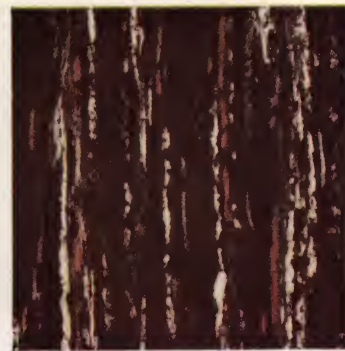
HEATHER MIXTURE (B-255)



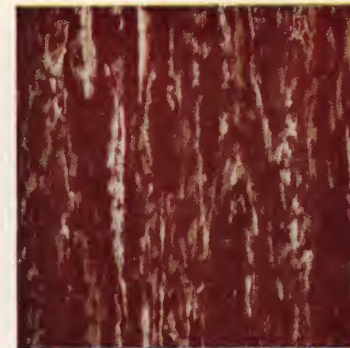
SARRANCOLIN (B-254)



BRECCIA (B-245)



DOG TOOTH (C-268)



VEINED CARNELIAN (C-206)



GRAND ANTIQUE (B-204)



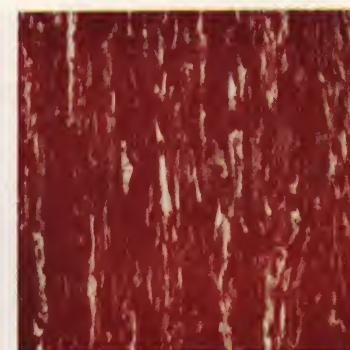
VERDE ANTIQUE (B-209)



GRIOTTE (B-246)



LANGUEDOC (C-257)



ROUGE ACAJOU (D-262)



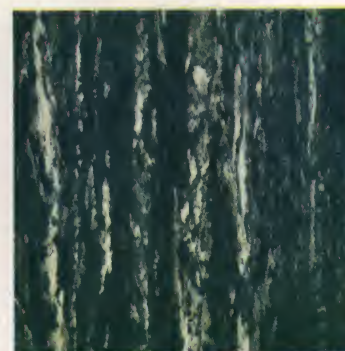
BLACK (A-102)



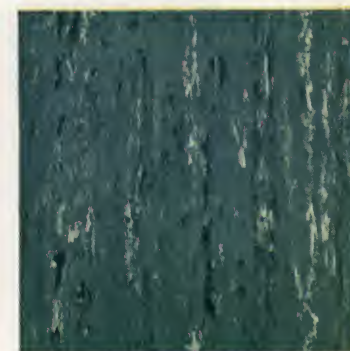
QUARRY RED (A-106)



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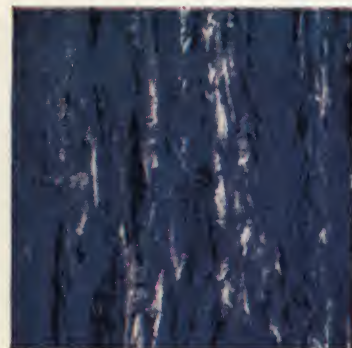
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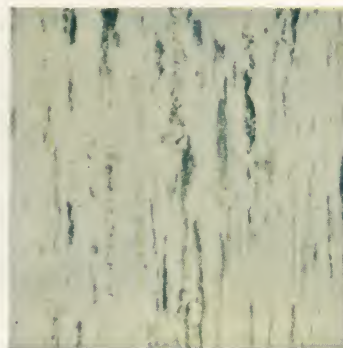
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FLEECY CERULEAN (D-225)



NAPOLEON GRAY (C-222)



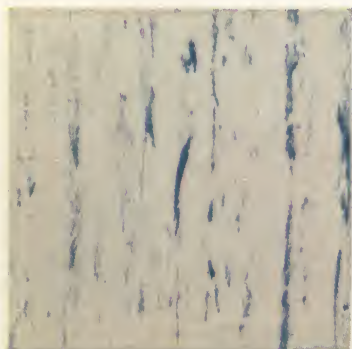
GARDENIA (D-234)



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GREEK SKYROS (C-221)



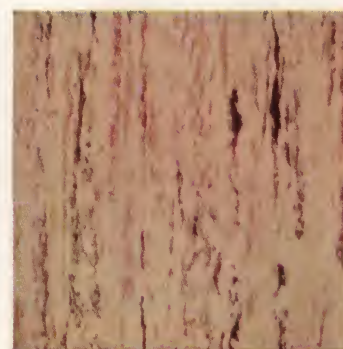
SICILIAN (D-270)



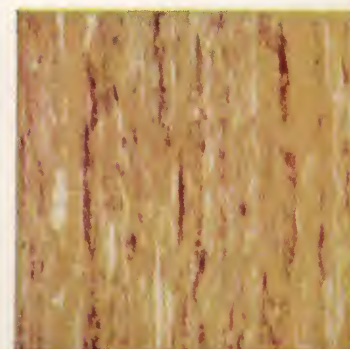
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GRAMMONT (C-260)



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LAMARTINE (D-263)



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Sarrancolin (B-254)

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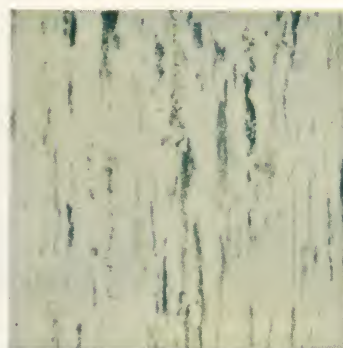
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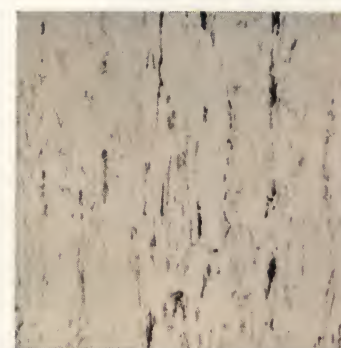
FLEECY CERULEAN (D-225)



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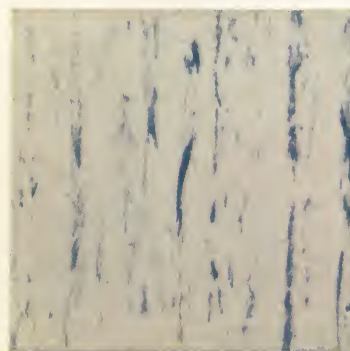
GARDENIA (D-234)



TRAVERTINE (D-247)



GREEK SKYROS (C-221)



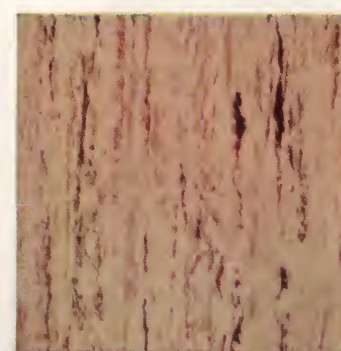
SICILIAN (D-270)



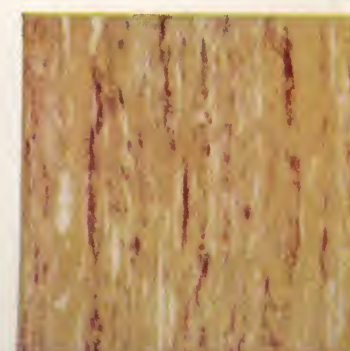
LUMA CHELLE (C-269)



GRAMMONT (C-260)



ISTRIAN (D-253)



LAMARTINE (D-263)



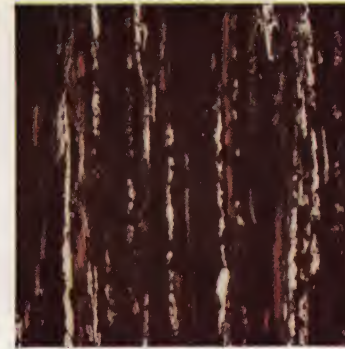
HEATHER MIXTURE (B-255)



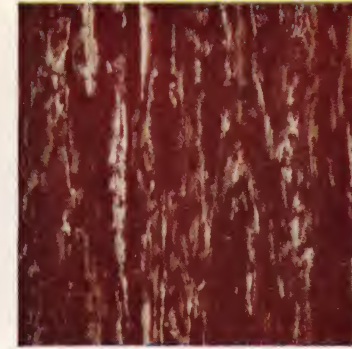
SARRANCOLIN (B-254)



BRECCIA (B-245)



DOG TOOTH (C-268)



VEINED CARNELIAN (C-206)



GRAND ANTIQUE (B-204)



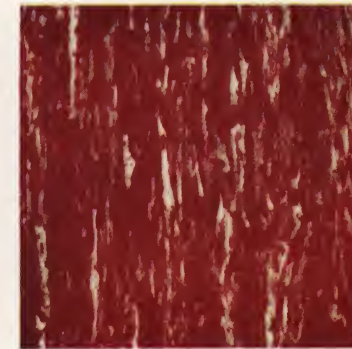
VERDE ANTIQUE (B-209)



GRIOTTE (B-246)



LANGUEDOC (C-257)



ROUGE ACAJOU (D-262)



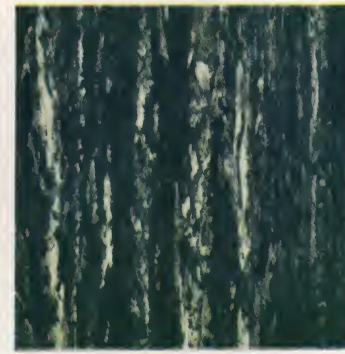
BLACK (A-102)



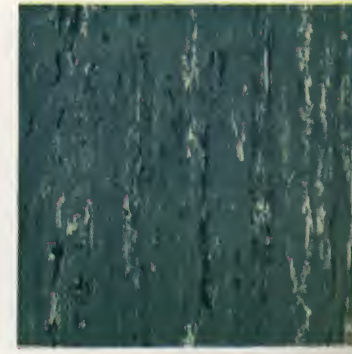
QUARRY RED (A-106)



TOLEDO RED (C-109)



CIPPOLINO (C-214)



GENOA GREEN (C-244)

KENTILE has everything you need to
give your floors that custom-designed look!

ThemeTile ^{9" x 9"}
Thickness 1/8" and 3/16"

*ThemeTile** add individuality and bright spots of color to your Kentile floor. *ThemeTile* are factory-made in standard 9" x 9" Kentile sizes with precision die-cut designs pre-assembled in them. They are installed as easily as Kentile and the cost of this extra decorating touch is low because inexpensive *ThemeTile* involve no extra installation labor.

*Reg. U. S. Patent Office



T13a (Petals) White, Toledo Red



T13b (Petals) Cream, Quarry Red



T17 (Daisy with yellow center)
Aspen Green, White



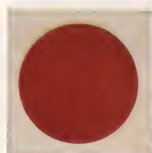
T6a (Kettle) Toledo Red, Yellow



T12e (Dot) Quarry Red, Yellow



T12a (Dot) White, Toledo Red



T9 (Weathercock) Black, White



T21 (Sailboat) Aspen Green, Yellow



T12f (Dot) Black, Dove Gray



T12b (Dot) Cream, Quarry Red



T11a (Star) Quarry Red, Yellow



T23 (Scottie) Black, Dove Gray



T5 (Bird) Toledo Red, White



T22 (Champagne Glass) Yellow,
Quarry Red



T14a (Single Note) White, Toledo Red
T14b (Single Note) Cream, Quarry Red



T15a (Double Note) Toledo Red, White
T15b (Double Note) Quarry Red, Cream



T8 (Pitcher) Black, White



T18a (Ivy) Oak Green, White



T24 (Maple Leaf) Yellow, Toledo Red



T11a (Duckling) Oak Green, White



T20b (Bronco) Yellow, Oak Green
T20A (Bronco) Cardinal Red, White



T10a (Spoon & Fork)
Cardinal Red, White



T4a (Fish) Oak Green, White



T19a (Caduceus) Yellow, Black



SHUFFLEBOARDS

Ready to set into a Kentile floor. 3 color combinations are available: *White* lines and characters on *Toledo Red*, *Cardinal Red* on *Greek Skyros*, or *White* on *Black*. Size 43" x 54"



COMPLETE ALPHABETS AND NUMERALS

Letters and numbers are 6" high, set in 9" Kentile of varying widths so words automatically space right. Decorative in playrooms, useful in public places, ideal as permanent, conspicuous signs.

Letters and numerals available in these colors:

- T16a—White on Toledo Red
- T16b—Cream on Quarry Red
- T16c—Toledo Red on Black
- T16d—Toledo Red on White
- T16e—Quarry Red on Cream
- T16f—Black on Toledo Red

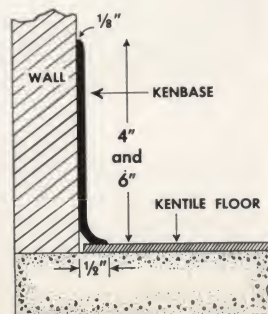


Handsome KenBase® . . . the finishing touch for every KENTILE floor

KenBase completely seals the joint where wall meets floor and greatly enhances the appearance of any installation. Leaves no dirt-catching crevices. Its sanitary advantages are especially important in schools, hospitals and kitchens. In addition KenBase is as durable and scuff-re-

sistant as Kentile, is not damaged or discolored when mops bump against it.

SPECIFICATIONS: Available in two heights: 4" and 6", 1/8" thick (with 1/2" at the bottom) . . . 24" lengths. Colors: *Black, Quarry Red, Green, Tan, Grand Antique, Sarrancolin.*



WHITE (D-132)

BLACK (A-102)

CARDINAL RED (D-142)

YELLOW (D-144a)

ASPEN GREEN (C-136)

◀ This Lingerie Shop floor combines *White Feature Strip* (D-132) with Kentile's delicately colored *Luma Chelle* (C-269) in an effective design that carries out a feminine color scheme. Note use of the large custom-made insert in center of the floor.

BLACK

QUARRY RED

GREEN

TAN

GRAND ANTIQUE

Feature Strip

Standard Size: 1" x 24".

Thickness: 1/8" and 3/16"

Add variety and contrast to your floor designs with these wonderful strips of pure color Kentile. Use as room dividers . . . to mark out traffic lanes . . . to point up special-design features in your floor. This inch-wide Feature Strip goes down easily, quickly, fitting into your floor design.



Custom-Built Inserts

Practically any design can be cut from Kentile at moderate cost. Lodge emblems, school or club insignia, your personal monogram for your entrance hall or special Inserts for store floors or showrooms give your floor individuality. Consult your Kentile dealer.



SARRANCOLIN



BUSINESS AS USUAL WHILE FLOOR IS INSTALLED



Kentile goes down easily and quickly; can be walked on as soon as it is laid. Kentile is easily fitted to irregular shaped areas or around counters. Colors shown at left: *Napoleon Gray* (C-222) and *Genoa Green* (C-244). In fruit store above: *Genoa Green* (C-244), *Gardenia* (D-234), *Sun Flower KenSerts* (S52), *Daisy ThemeTile* (T12).

KENTILE KenSerts® offer special floor effects...



S50 (Compass)
Quarry Red background

18" x 18" KenSerts dramatize Kentile floors with special designs. They can be easily, inexpensively installed as a permanent part of a Kentile floor. There are pictorial subjects perfect for kitchens, children's rooms, music rooms and halls in your home. Others are ideal for use in hotels, restaurants, social clubs, and stores. Get this extra custom designed effect with all the famous, lasting quality and easy cleanability you can expect in every Kentile Floor.



S51 (4 Aces)
Quarry Red background*



S52 (Sun Flower)
Aspen Green background



S53 (Top Hat)
Dove Gray background



S54 (Sail Fish)
Quarry Red background*



S55 (Chef)
Quarry Red background*



S56 (Clown)
Black background



S57 (G-Clef)
Toledo Red background*



S58 (Vegetables)
Quarry Red background*



S59 (Mortar)
Quarry Red background

*S50, S51, S54, S55, S57, S58 also available with following backgrounds: Black, Grand Antique, Griotte.

KENTILE's low cost color magic
gives stores year-round beauty
... with easy maintenance

Retailers everywhere know that clean, colorful floors attract more customers. That's why you see Kentile Floors in so many stores, shops and offices. Kentile costs less, lasts longer, cleans easier and gives you an unlimited choice of smart designs. The rich colors can't wear off . . . they go all the way through each tough tile. The smooth, safe-tread surface resists dirt and stains . . . cuts maintenance costs! Choose from 25 handsome colors . . . direct customer traffic with Feature Strips and decorative Inserts.

KENTILE offers real economy too. That's why it is the choice for areas requiring thousands of square feet of floor covering. You'll find it in New York's Rockefeller Center, Washington's Pentagon Building, in the chain stores of cost-conscious buyers like Safeway, Kroger, Grand Union and A & P.



STORES ADD SALES APPEAL WITH KENTILE . . . In the sports department shown here *Fish ThemeTile* (T4a) and *White Feature Strip* (D-132) are used on a background of *Fleecy Cerulean* (D-225).

OFFICES ADD DISTINCTION AND CHEERFUL COLOR with easy-to-keep-clean Kentile. Illustrated at right: *Napoleon Gray* (C-222) in the corridor, *Rouge Acajou* (D-262) for major part of floor and *Grand Antique* (B-204) with *Feature Strip, Yellow* (D-144a) and *Black* (A-102).



STORES DIRECT TRAFFIC with special effects such as the *Alphabet ThemeTile* (T-16c) used in the built-in arrow shown above. *Bronco ThemeTile* (T20b) are also used with *Black Feature Strip* (A-102) on a floor of *Napoleon Gray* (C-222).

KENTILE is right
for every installation!



DRUGSTORES CHOOSE KENTILE to attract sales, point up department features. They prefer Kentile's non-skid safety too. In the Drugstore above, *Mortar and Pestle KenSert* (S59) and *Caduceus ThemeTile* (T19a) are used with *Grammont* (C-260) and *Grand Antique* (B-204).



HARDWARE STORES CHOOSE COLORFUL KENTILE for quick, low cost modernization. Kentile resists wear, keeps its beauty longer and cleans easier. Plaid design shown above is created from 3 Kentile colors: *Lamartine* (D-263), *Veined Carnelian* (C-206), *Breccia* (B-245) and *White Feature Strip* (D-132).

◀ **SCHOOLS CHOOSE KENTILE** for gay colors, easy cleanability and special effects. *Alphabet* (T16b) and *Fish ThemeTile* (T4a) shown on floor of *Gardenia* (D-234).



SPECIAL KENTILE is Grease-proof!

Clean, bright **Special Kentile** helps create ideal working conditions in this busy Candy Kitchen. *De Luxe Colors* (G-329) and (G-330) are used here.



Ideal for floors continually exposed to oils and grease...

For industrial plants, laboratories, tool shops, commercial kitchens, automobile showrooms and service stations, Special Kentile resists petroleum oils, greases, cooking fats and oils, alcohol, alkalies, and most acid solutions.

TOUGH

Made to take the constant wear of thousands of daily footsteps.

COLORFUL

Kentile's lighter, brighter colors provide the cheerful, modern atmosphere that means increased morale and efficiency — lowered absenteeism and labor turnover.

LOW PRICED

Kentile cuts maintenance cost because it cleans easily and quickly... colors can't wear off no matter how constant the exposure to traffic.



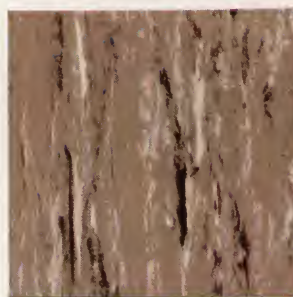
(G-20) Black
Also available in 18" x 24"



(G-23) Black with White
Marbleizing



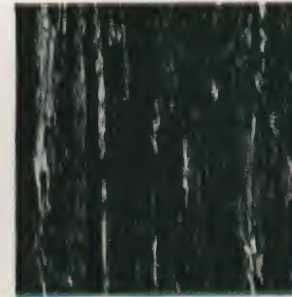
(G-25) Toledo Red with White
and Dark Red Marbleizing



(G-28) Beige with White and
Dark Red Marbleizing



(G-26) Tan with White and
Brown Marbleizing



(G-27) Oak Green with
White Marbleizing

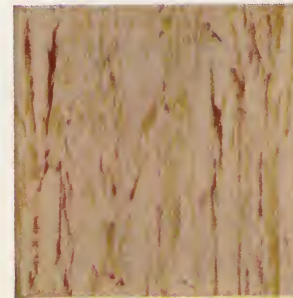


(G-24) Sumac Red with White
and Light Red Marbleizing

DE LUXE COLORS



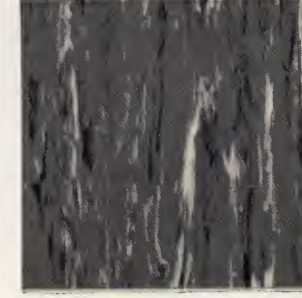
(G-329) Light Green with White
and Dark Green Marbleizing



(G-331) Cream with Yellow
and Red Marbleizing



(G-332) Bright Red with
White Marbleizing



(G-330) Gray with Black and
White Marbleizing

It's so easy to install your own

beautiful

KENTILE

floor



KENTILE®

The Asphalt Tile of
Enduring Beauty



KEN-KIT contains all the tools you need
AWL • CHALK • CHALK LINE (string)
NOTCHED TROWEL SPREADER
SPECIAL KNIFE

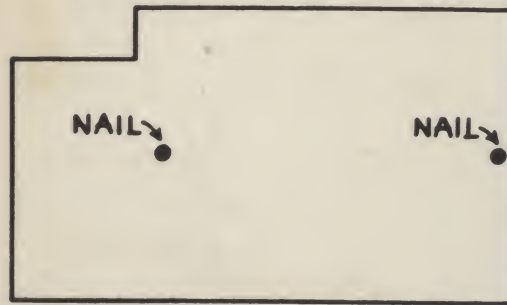
KENTILE® GUARANTEE

Kentile, Inc., will furnish new tile without charge for any Kentile that wears out...and on which colors wear off...during your own occupancy of your home wherein Kentile was installed by you or by an authorized Kentile Dealer. This Guarantee does not apply to damage caused by improper handling or failure to follow Kentile, Inc.'s instructions for installation or maintenance. Kentile, Inc.'s liability hereunder shall be no greater than as herein expressed. This Guarantee must be presented if claim is made for new tile.

Issued by.....
Issued to.....
Address.....
Date.....
See reverse side for maintenance instructions. Installation instructions available without charge from Dealer or Kentile, Inc.
Copyright 1952, Kentile, Inc., 58 Second Ave., Brooklyn, N. Y.

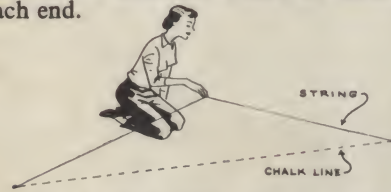
MEASURE YOUR ROOM

find the center of your room like this:



1. Measure from wall to wall along each end of room. Use a steel tape or six foot expansion ruler. Measure only from principal walls. Disregard alcoves, offsets and other breaks.

2. Drive a nail into center of floor at each end.

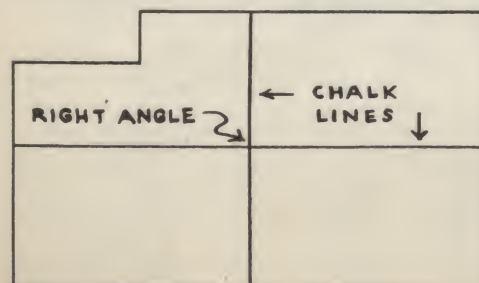
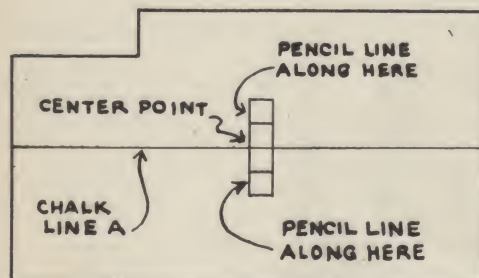


3. Rub a string with chalk. Stretch it from nail to nail tightly. Pull the string up and let it snap back on floor . . . to mark a chalk line.

4. Find the center of this chalk line and, at this center, start making a chalk line at right angles to the first chalk line, in this manner:

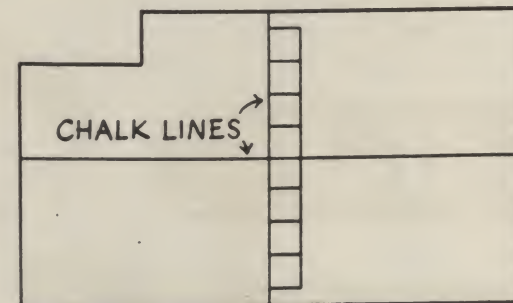
Lay two tiles on each side of the line, and draw a pencil line along one side of the end tiles as indicated. Tiles should be absolutely straight with the center chalk line to give you a perfect right angle.

Remove the tiles and snap a chalk line over these two pencil lines all the way across the room. This second line should cross line A at the center point, forming a right angle. This is important.

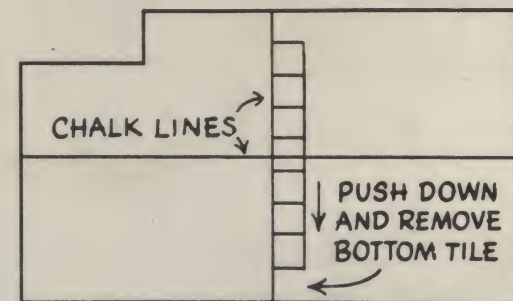


PLAN FOR THE BORDER

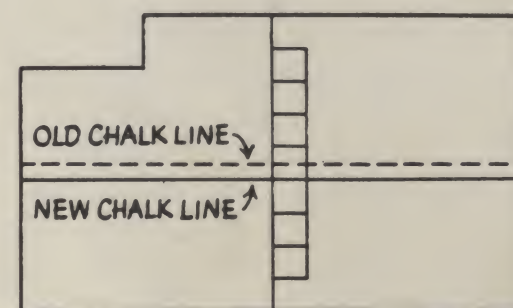
the border should be at least half a tile wide ($4\frac{1}{2}$ ") and may be as wide as a full tile (9"). Here's how to determine the border width:



1. Working out from the intersection of your chalk lines, lay a row of uncemented tiles along the chalk line across the room to each wall. If the space left for the border along the side wall is less than half a tile in width, proceed as follows:



2. If the space left for border is less than half a tile in width, move the entire row of tiles over a half tile and remove one tile from the other end. The chalk line will cross the middle tile exactly through its center.



3. Now, one of the tiles is covering the chalk line. To correct this, move your line by moving the nails over a half a tile ($4\frac{1}{2}$ ") and resnap your chalk line.

4. Repeat the above procedure exactly for the other width of the room.

SPREAD THE ADHESIVE

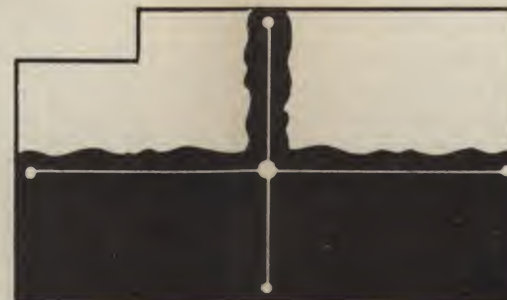
follow the directions for spreading Kentile Adhesive as shown on the label of the container:



1. Spread adhesive over both chalk lines—leaving end and center points uncovered. (CAUTION: do not spread adhesive too thickly.)



2. After adhesive has become "tacky" re-snap the chalk lines.



3. Then, spread adhesive over just one half of the room.

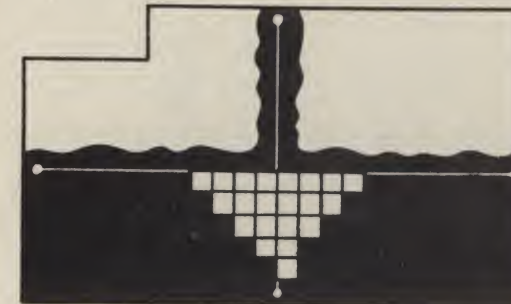
4. Before laying tile, wait for the adhesive to dry out and become "tacky". This may take from $\frac{1}{2}$ hour to 4 hours depending on the atmospheric conditions and your location. Test adhesive by pressing it with your finger. If it does not stick to your finger, it has dried enough to start laying Kentile. *Don't Rush!* The adhesive can be left on overnight or even 2-3 days if necessary before you lay the tile!

LAY THE TILE

follow these rules carefully for best results:

Start from the center and work both ways along the guide lines, being careful to keep the tiles on the line and make the corners meet exactly.

Pyramid the following rows of tile, always working out from the center to the walls . . . as shown.



1. Place each tile firmly against the tile you have already laid in position.



2. Lower each tile carefully into adhesive . . . do not slide tile into position. If you do the adhesive will ooze up between the tiles as illustrated below.



If adhesive gets on the face of the tile, remove with wet cloth dipped in scouring powder . . . rinse with clear, clean water.

CUT IN THE BORDER

since no wall is completely straight, the last row (the border) must be tailored to fit:

Follow these steps to fit and cut border tiles against the wall:

1. Place loose tile over last row of installed tile.



2. On top of these loose tiles, place another tile flush against the wall. (A thin piece of wood laid on the adhesive will keep tile clean while you are measuring.)

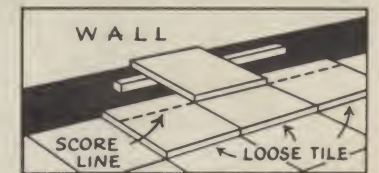


Illustration shows how tiles are fitted to the wall as described in Nos. 2 and 3.

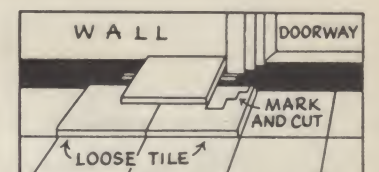
3. Using the topmost tile as a guide, score a deep line with a sharp awl or ice-pick on the underneath tile . . . all the way across.

4. Snap off on line, starting at one end . . . never in the center.

5. Trim off uneven end with sandpaper.

6. To fit tiles around door jams, irregular shapes, etc., use the same method as used to fit border against wall. Move the top tile along so that you mark each irregularity of the jamb on the tile below. In this way, you will actually draw a pattern of the door jamb on the tile to be cut. Heat the tile over a hot plate, or in the oven, and it can easily be cut with a knife or scissors.

Don't install tile directly under the legs of radiators. Cut a hole where leg will go through. Cut tile from hole to the edge and, while tile is still warm and pliable, press tile into position.





KENBASE COMPLETES THE JOB

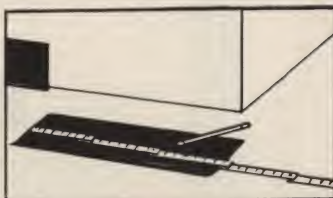
KenBase bridges the unsightly dirt-catching gap where floor meets wall. Your dealer will show

you the wide selection of solid and marbled colors . . . tell you how easy it is to install. Never needs painting. No scuff or mop marks.

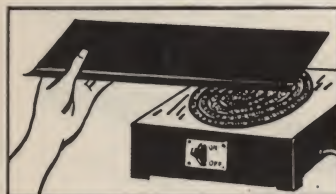
KenBase can be cemented to the base board or directly to the plaster wall or any smooth, dry surface. Use only KenBase Adhesive for this purpose. Do not use Kentile Adhesive. If wall is irregular, warm KenBase to make it more flexible. Apply adhesive on back of KenBase using a notched trowel with sufficient adhesive to cover the entire back of the KenBase, $\frac{1}{4}$ " from the top right down to and under the lip.



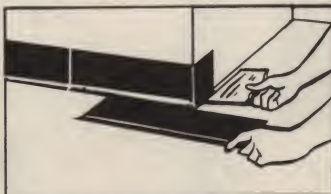
1. Press firmly against wall.



2. To apply KenBase to outside corners. . . .



3. Heat thoroughly on back and face. Be careful not to scorch face. Then apply adhesive. . . .



4. Then mould around corner and press firmly against wall.



5. For inside corners measure to where the corner will be. Cut out right angle wedge in KenBase lip.



6. Apply adhesive and press KenBase into corner. This closes up the wedge.

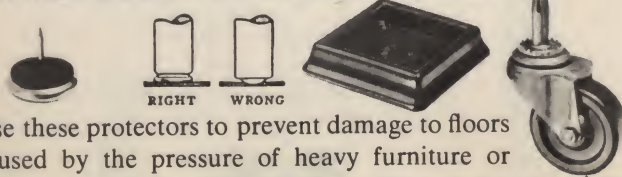
HOW TO CARE FOR KENTILE FLOORS

KEN-CLEANER emulsifies dirt, wax and grease . . . floats them off without hard scrubbing. You can also use warm water with mild soap. Never use harsh, alkaline soap, gasoline or cleaners containing mineral spirit solvents.

KENWAX is a wear-resistant, water-resistant floor wax that is easy to apply, gives a lustrous polish with no rubbing. Never under any circumstances use pastewax or waxes containing harsh mineral spirit solvents.

KENGRIIP WAX is a self-polishing, slip-resistant wax that gives your Kentile Floor a durable, high gloss finish yet reduces the hazard of slipping.

KENTILE GLIDES, CUPS AND CASTERS



Use these protectors to prevent damage to floors caused by the pressure of heavy furniture or often-moved lighter pieces such as chairs, desks, occasional tables. They are designed to spread the weight over the largest possible area, move easily and last for a lifetime.

FOLLOW THESE INSTRUCTIONS WHEN LAYING YOUR OWN KENTILE FLOOR

1. Consult your dealer who will help you plan your colors and designs.
2. Make sure temperature of room in which you are installing Kentile is at least 75° for 24 hours before installing, while installing, and for 24 hours afterwards. Keep the tile in a warm room 24 hours before installing. Don't install Kentile out-of-doors.

3. Install Kentile directly over double wood floors with boards not over 3" wide in good condition and free of surface spring . . . or, over a smooth concrete surface.

4. Don't install Kentile directly over wood floors (a) if the floor is badly worn or with loose, broken boards, (b) with boards over 3" wide or, (c) if it has no sub-floor (unless you first install plywood or hardboard).

To correct such conditions nail down loose boards, replace broken ones. Over single wood floors, or floors having boards over 3" wide but less than 4" wide, install $\frac{1}{4}$ " moisture-resistant plywood or a good grade of $\frac{1}{4}$ " thick tempered hardboard. Nail every 3" along the seams and every 6" throughout with Kentile Underlay Nails #17 (available from Kentile dealer). With boards over 4" wide, use $\frac{3}{8}$ " or $\frac{1}{2}$ " plywood. Cement Kentile directly to plywood or hardboard. To repair small holes or fill cracks, use Universal Kenpatch available from your Kentile Dealer.

NEW WOOD FLOORS On most old floors that are dried out, felt paper lining is not necessary. Use felt paper over new wood floors in order to take up the normal shrinkage. Without felt paper over a new wood floor, the tile floor may open up at some joints should the wood shrink, but it usually closes up again when the heat is off.

HOW TO APPLY FELT LINING OVER WOOD FLOORS

Be sure floor is solid and smooth, well nailed down so there is no spring.

Remove all wax, grease, dirt and tacks.

Fill holes and cracks with Universal Kenpatch or plastic wood.

Lay 15-lb. completely saturated asphalt felt across boards with striped markings face up (available from Kentile dealer).

Cement felt down with Kentile Linoleum Paste using a spreader with notches $\frac{3}{32}$ " wide, $\frac{3}{32}$ " deep and not less than 5 notches to the inch. Do not lap edges of felt.

Roll felt immediately after cementing down. A household rolling pin can be used for this purpose.

5. Before you install Kentile over a *concrete* floor having cracks, holes or bumps you must first fill the holes and smooth the uneven spots with Universal Kenpatch.
6. If there is paint on concrete that is in direct contact with the earth, remove it with a floor sanding machine equipped with No. 4 or No. 5 sandpaper (open coat). Rent a machine at your local hardware store.
7. Don't install Kentile on a wood floor that is close to the earth . . . or on a floor which still has linoleum or other resilient floor coverings on it. First remove the old resilient floor covering before installing Kentile.

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Mike Jackson, FAIA

KENTILE FLOORS

For the Home

... House or Apartment



KITCHENS • HALLS • BEDROOMS
FOYERS • LIVING ROOMS • BATHROOMS
BASEMENT PLAYROOMS • LAUNDRIES

For Business

... and Institutional Use



OFFICES • STORES • SHOWROOMS
SHOPS • HOSPITALS • SCHOOLS
RESTAURANTS • CLUBS

KENTILE • SPECIAL KENTILE • KENCORK • KENRUBBER

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KENTILE®

The Asphalt Tile of
Enduring Beauty

